Amendments to the Claims

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims

1. (Currently Amended) A computer-implemented method comprising:

[[a)]] accepting a set of advertisements from an advertiser[[ads of a given source]];

[[b)]] selecting a subset of the set of advertisements [[ads]];

[[c)]] receiving approval or decline of advertisements [[ads]] of the subset from a first review process;

determining if the advertiser is a trusted advertiser;

submitting, in response to determining that the advertiser is a trusted advertiser, the advertisements in the set of advertisements for review using an automated review process, wherein the automated review process comprises automatically approving or disapproving an advertisement based on the content of the advertisement;

in response to a determination that the advertiser is not a trusted advertiser:

selecting a subset of the set of advertisements;

submitting the subset of advertisements to be reviewed to a manual review process for approving or disapproving an advertisement based on the content of the advertisement;

[[d)]] determining a trust score for the advertiser [[source]] using information based on the manual review of the subset of advertisements; concerning the approval or decline of the advertisements [[ads]] of the subset from the first review process; and

if the trust score is greater than or equal to a threshold trust score:

submitting the advertisements in the set of advertisements not in the selected subset for review using the automated review process;

if the trust score is less than the threshold trust score:

submitting the advertisements in the set of advertisements not in the selected subset to be reviewed using the manual review process and allowing approved advertisements from the set of advertisements to be served by an advertisement server; and

[[e]] automatically allowing approved[[ing]], using a second review process, advertisements [[ads]] of the set that are not in the subset to be served if the [[advertiser]] trust score indicates that the advertiser [[given source]] is a trusted advertiser.

2-3. (Cancelled).

4. (Currently Amended) The computer-implemented method of claim 1 wherein the trust score indicates a degree of distrust is a distrust score.

5. (Currently Amended) The computer-implemented method of claim 1 wherein determining [[a]] the trust score for the advertiser [[source]] further comprises determining a percentage of declined advertisements [[ads]] in the subset.

6. (Currently Amended) The computer-implemented method of claim 5 wherein determining [[a]] the trust score further uses reasons for which declined advertisements [[ads]] in the subset were declined.

7. (Currently Amended) The computer-implemented method of claim 1 wherein the set of advertisements [[ads]] comprises Web advertisements [[ads]].

8. (Currently Amended) The computer-implemented method of claim 1 further comprising:
[[f]] automatically screening the approved advertisements [[ads]] for preselected words or phrases.

9. (Currently Amended) The computer-implemented method of claim 8 wherein at least one of the preselected words is a URL.

10-14. (Cancelled).

15. (Currently Amended) A computer-implemented method of ad approval comprising:

[[a)]] selecting a subset of a first ad group provided by a trusted advertiser trusted source;

[[b)]] accepting a determination of advertisements [[ads]] in the subset that are disapproved;

[[c)]] determining a trust score using information concerning disapproved advertisements [[ads]] in the subset, approved advertisements [[ads]] in the subset, and reasons for any disapprovals; and

[[d)]] pulling from circulation at least one ad in a second ad group received from the trusted advertiser [[source]] if the trust score indicates that the trusted advertiser [[source]] is no longer a trusted advertiser [[source]].

16. (Currently Amended) The computer-implemented method of claim 15 wherein the determination of advertisements [[ads]] in the subset that are disapproved is accepted from a manual review process.

17-32. (Cancelled).

33. (New) A computer comprising:

a processor; and

computer program instructions on a computer readable medium that when executed on the processor cause the processor to perform operations comprising:

accepting a set of advertisements from an advertiser;

determining if the advertiser is a trusted advertiser;

reviewing, in response to determining that the advertiser is a trusted advertiser, the advertisements in the set of advertisements using an automated review process, wherein the automated review process comprises automatically approving or disapproving an advertisement based on the content of the advertisement;

in response to a determination that the advertiser is not a trusted advertiser:

selecting a subset of the set of advertisements;

submitting the subset of advertisements to be reviewed to a manual review process for approving or disapproving an advertisement based on the content of the advertisement;

determining a trust score for the advertiser using information based on the manual review of the subset of advertisements; and

if the trust score is greater than or equal to a threshold trust score:

reviewing the advertisements in the set of advertisements not in the selected subset using the automated review process;

if the trust score is less than the threshold trust score:

submitting the advertisements in the set of advertisements not in the selected subset for review to manual review process and allowing approved advertisements from the set of advertisements to be served by an advertisement server; and

automatically allowing approved advertisements of the set that are not in the subset to be served if the trust score indicates that the advertiser is a trusted advertiser.

34. (New) An apparatus comprising:

a processor configured to:

accept a set of advertisements from an advertiser;

determine if the advertiser is a trusted advertiser;

submit for review, in response to determining that the advertiser is a trusted advertiser, the advertisements in the set of advertisements using an automated review process, wherein the automated review process comprises automatically approving or disapproving an advertisement based on the content of the advertisement;

in response to a determination that the advertiser is not a trusted advertiser:

select a subset of the set of advertisements;

submit the subset of advertisements to be reviewed to a manual review process for approving or disapproving an advertisement based on the content of the advertisement;

determine a trust score for the advertiser using information based on the manual review of the subset of advertisements; and

if the trust score is greater than or equal to a threshold trust score:

review the advertisements in the set of advertisements not in the selected subset using the automated review process;

if the trust score is less than the threshold trust score:

review the advertisements in the set of advertisements not in the selected subset using the manual review process and allow approved advertisements from the set of advertisements to be served by an advertisement server; and

means for automatically allowing approved advertisements of the set that are not in the subset to be served if the trust score indicates that the advertiser is a trusted advertiser.

35. (New) The method of claim 1 wherein accepting the set of advertisements from the advertiser includes receiving advertisements from a syndication system that is configured to aggregate and collect advertisements from third parties that submit third party advertisements to the syndication system for placement on a web page of a content publisher.

36. (New) The method of claim 1 wherein accepting the set of advertisements from the advertiser includes receiving the advertisements directly from a system of an organization that produced the advertisement.